

CSC Adopted: October 2001 , CSC Revised: _____**Class Title: Senior Public Relations Specialist****BRIEF DESCRIPTION OF THE CLASSIFICATION:**

Develops public information materials and strategies and disseminates information regarding City policies, services and emergency/crisis preparedness and procedures. Writes and edits complex and/or sensitive materials.

ESSENTIAL FUNCTIONS:

This information is intended to be descriptive of the key responsibilities of the classification. The following examples do not identify all duties performed by any single incumbent. Specific requirements of individual positions are described in the Job Description.

Physical Strength Code		ESSENTIAL FUNCTIONS
1	S	Manages media relations in emergency/crisis situations by writing press releases and public service announcements, keeping the City's website current, contacting the media and arranging interviews, responding to media inquiries, and meeting with community and public safety groups.
2	S	Develops public information materials and strategies regarding City policies, services and emergency/crisis preparedness and procedures and serves as liaison between City and community groups regarding emergency/crisis preparedness and procedures.
3	S	Writes and edits complex City policies and highly sensitive materials.
4	S	Coordinates the maintenance of the City's website.

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CLASS REQUIREMENTS	
Formal Education / Knowledge	Work requires broad knowledge in a general professional or technical field. Knowledge is normally acquired through four years of college resulting in a Bachelor's degree or equivalent.
Experience	Three years of experience.
Certifications and Other Requirements	Valid Driver's License.
Reading	Work requires the ability to read correspondence, contracts, press releases, technical manuals, publications and related materials.
Math	Work requires the ability to perform general math calculations such as addition, subtraction, multiplication and division.
Writing	Work requires the ability to write press releases, reports, publications, correspondence, newsletters, speeches and policies. Ability to professionally edit and write.
Managerial	Managerial responsibilities include coordinating information between staff, departments, the media and community groups; training staff; and planning meetings.
Budget Responsibility	Prepares documents and does research to justify language used in documents for a unit of a department and may recommend budget allocations.
Supervisory / Organizational Control	Job has no responsibility for the direction or supervision of others.
Complexity	Work is governed by broad instructions, objectives and policies. Work requires the exercise of considerable initiative and independent analytical and evaluative judgment.
Interpersonal / Human Relations Skills	Contacts others within the organization. These contacts may involve similar work units or departments within the City which may be involved in decision making or providing approval or decision making authority for purchases or projects. Works with individuals outside the City who may belong to professional or peer organizations. Working with various state and federal agencies may also be required. Vendors and suppliers may also be called upon for information on purchases, supplies or products. Meetings and discussions may be conducted with customers, brokers and sales representatives.

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OVERALL PHYSICAL STRENGTH DEMANDS:

Sedentary X	Light	Medium	Heavy	Very Heavy
S = Sedentary Exerting up to 10 lbs. occasionally or negligible weights frequently; sitting most of the time	L = Light Exerting up to 20 lbs. occasionally, 10 lbs. frequently, or negligible amounts constantly OR requires walking or standing to a significant degree.	M = Medium Exerting 20-50 lbs. occasionally, 10-25 lbs. frequently, or up to 10 lbs. constantly.	H = Heavy Exerting 50-100 lbs. occasionally, 25-50 lbs. frequently, or up to 10-20 lbs. constantly.	VH = Very Heavy Exerting over 100 lbs. occasionally, 50-100 lbs. frequently, or up to 20-50 lbs. constantly.

PHYSICAL DEMANDS:

C = Continuously 2/3 or more of the time.	F = Frequently From 1/3 to 2/3 of the time.	O = Occasionally Up to 1/3 of the time.	R = Rarely Less than 1 hour per week.	N = Never Never occurs.
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This is a description of the way the job is currently performed; it does not address the potential for accommodation.

PHYSICAL DEMANDS	FREQUENCY CODE	DESCRIPTION
Standing	F	Copier, fax machine, filing, special events, meetings, media relations, seminars
Sitting	F	Computer, desk work, answering telephone, meetings, seminars, special events, driving
Walking	F	Inter-office, to/from meetings, to/from office equipment, to/from events
Lifting	F	Boxes, office supplies, files, reports, photographs, promotional/public information materials, manuals
Carrying	O	Boxes, office supplies, files, reports, photographs, promotional/public information materials, manuals
Pushing/Pulling	O	Hand cart
Reaching	F	Items on shelves
Handling	F	Boxes, office supplies, files, reports, photographs, promotional/public information materials, manuals
Fine Dexterity	F	Computer keyboard, calculator, writing
Kneeling	O	Filing
Crouching	O	Filing
Crawling	N	
Bending	F	Retrieval of files
Twisting	O	Retrieval of files
Climbing	O	Stairs
Balancing	N	
Vision	C	Computer, desk work, reading, meetings, seminars, photography, driving
Hearing	C	Telephone, staff, supervisors, media, meetings, seminars
Talking	C	Telephone, staff, supervisors, media, meetings
Foot Controls	O	Driving
Other (specify)		

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Computer, printer, fax machine, copy machine, telephone, calculator, Standard Microsoft Windows and Office software, QuickBooks

ENVIRONMENTAL FACTORS:

D = Daily	W = Several Times Per Week	M = Several Times Per Month	S = Seasonally	N = Never
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HEALTH AND SAFETY		ENVIRONMENTAL FACTORS	
Mechanical Hazards	N	Dirt and Dust	N
Chemical Hazards	N	Extreme Temperatures	N
Electrical Hazards	N	Noise and Vibration	N
Fire Hazards	N	Fumes and Odors	N
Explosives	N	Wetness/Humidity	N
Communicable Diseases	N	Darkness or Poor Lighting	N
Physical Danger or Abuse	N		
Other (see 1 below)			

PRIMARY WORK LOCATION	
Office Environment	X
Warehouse	--
Shop	--
Vehicle	--
Outdoors	--
Other (see 2 below)	--

(1)

(2)

PROTECTIVE EQUIPMENT REQUIRED:

None

NON-PHYSICAL DEMANDS:

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NON-PHYSICAL DEMANDS	
Time Pressures	F
Emergency Situations	O
Frequent Change of Tasks	F
Irregular Work Schedule/Overtime	O
Performing Multiple Tasks Simultaneously	F
Working Closely with Others as Part of a Team	F
Tedious or Exacting Work	F
Noisy/Distracting Environment	O
Other (see 3 below)	

(3)